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ABSTRACT

Though the major emphasis of this bibliography is public relations in general, reference is made to titles concerned with specific ideas for establishing a public relations program for a library. Among ideas suggested for use in establishing a library public relations program are: (1) educating the community in terms of what the library has to offer it; (2) advertising the library (radio, television, newsletters, newspapers); and (3) developing programs, exhibits, and projects. Compiled in relation to the rural library, the bibliography offers 172 articles and books published between 1959 and 1979 for use by public and/or school librarians. Reference is made to specific case studies of library public relations programs. The entries are arranged alphabetically by author, but do not offer annotations for each entry. (MJO)

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OCCASIONAL BIBLIOGRAPHY #6

PUBLIC RELATIONS AND THE RURAL LIBRARY

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SCHOOL OF LIBRARY SCIENCE

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